



**ANNUAL  
REPORT  
2020**

**16 Years of Crafting  
Inclusive Spaces!**



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### GOVERNING BODY



## NOTE FROM THE EXECUTIVE DIRECTOR

Frank Wilson puts forward an interesting hypothesis in his book 'The Hand: How its use shapes the brain, language, and human culture' when he says that for humans, the lifelong apprenticeship with the hand begins at birth. We are guided by our hands, and we are intrinsically shaped by the knowledge that comes to us through our use of them. The skilled hand is the focal point of culture and craft work and for many people, (i.e. craft workers), the hand becomes the critical instrument of thought, skill, feeling and intention for a lifetime of professional work. For AIACA, the key mandate has always been to work for the strategic interests of these craftspeople, with their invaluable hand skills, in India. In 2019-20, this has remained our focus, in all the work we do, both in expanding our outreach and in consolidating the previous gains we have made.

We are happy to report that our work supporting livelihoods and enterprise development with artisan groups, across different clusters in Rajasthan, Odisha, Uttar Pradesh, Nagaland and Delhi-NCR, has been appreciated for its flexibility in project design, in providing specific and customised inputs to artisans and in plugging the identified gaps in their production and business value chains. Wherever possible, in working with women artisans, we have tried to support their access to enhanced skills, information, credit and mobility. For two of our Sabai Grass artisans in Baliapal, Odisha, 2019-20 was a momentous year in that they stepped out of their villages for the first time in their lives to represent their craft proudly at the Dastkar Nature Bazaar in Delhi. We have responded to natural disasters as well, recognising that livelihoods are intrinsically linked to how people live and their immediate realities (also related to shelter, common infrastructure access, access to government support). Accordingly, we stepped in to provide relief and recovery support to Dokra artisans post cyclone Fani, in Mayurbhanj, Dhenkanal and Cuttack, Odisha.

We continue our commitment towards sustainability through advances made in our Green programming, through appropriate research, standard setting and on-field actions. We are proud to have also been invited to discuss our sustainability frameworks in Mumbai and Hyderabad, in front of peers and stalwarts in the sector. We continue to deepen our understanding of what economic sustenance and sustainability mean for smaller craft enterprises and individual artisans - we persevere in our attempts to build strong sustainable community based institutions wherever we work. Our work with the Varanasi Weavers and Artisans Society is an example, in this regard, of both the challenges and opportunities inherent in building and sustaining artisan led/owned and managed collectives.

Our work on certification through Craftmark continues steadily; the assistive services we are providing to members being much sought after. At the AGM in September 2019, we have listened with open minds to what our members have shared on their evolving expectations from the certification programme; and we have tried to integrate some of these in our practice. We become more and more aware of the relevance of key value propositions - authenticity, trust and genuineness - in the sector and are committed to upholding and preserving these values in the certification work we undertake across the country.

We have continued to provide high quality technical services across the crafts value chain to a wide range of agencies in 2019-20. There were interesting experiences of working with the State Rural Livelihoods chapters in Maharashtra and West Bengal; and we hope to continue and replicate these collaborations in other states in the year to come.

As we end this year, the sector is in distress. COVID has struck a body blow to the livelihoods of artisans and craft enterprises; most of whom were already struggling at the margins of the development discourse in the country. It has become the need of the hour to build a robust network of handicrafts/ handloom artisans' associations, organizations, businesses, industries, knowledge experts, technical support organizations to come together to highlight collective issues, challenges and restrictive regulations and work together to protect this sector, which is one of the biggest and most sustainable among the creative industries of India. In this context, AIACA proposes to expand and strengthen its membership base, in the coming year, so that it can better represent the diverse voices in the sector and also to meaningfully address and impact the issues the craft sector is grappling with in these unprecedented times.

**In strength and solidarity,  
Sreya Mozumdar**

## About AIACA

The All India Artisans and Craftworkers Welfare Association (AIACA) is a membership-based organization for the handloom and handicraft sector in India.

AIACA is an apex body that has been working on a range of issues, since 2004, to promote market-led growth for the crafts sector; and increased incomes and improved living standards of craft producers. Over the past decade, AIACA has conducted policy research and advocacy on a range of issues including access to credit for crafts producers as well as ensuring environmental, health and safety standards for the sector. AIACA has also developed a crafts process certification system called the Craftmark; assisted sales and outreach of member producer groups and enterprises through commercial trade catalogues, trade fairs and order fulfilment; and assisted in developing and strengthening back-end production systems through a range of product design and business development services.

## Our Vision

The handloom and handicraft sector represents an important source of livelihood in India, especially in rural areas. Despite a significant contribution to the national GDP and export earnings, little effort has been made to enhance the incomes of craft workers at a macro level. Hence, the younger generations of traditional craft communities have been increasingly exiting the sector, leaving behind a heritage of diverse and rich skills for unskilled labour. However, these attributes of the crafts sector, and its widespread skill base across the country, also make it uniquely poised to be a driver for labour-intensive, low capital investment employment growth.

As a membership-based apex body for the handloom and handicraft sectors, AIACA seeks to support the sustainable growth of this sector through an integrated approach of capacity building, policy advocacy and certification.

## Our Mission

AIACA's mission is to address some of the key Sustainable Development Goals (SDGs) through upskilling, design innovation, business skill development, production management, eco-friendly production, access to finance, use of technology and digital empowerment, promotion and branding, Craftmark certification and direct market access by the producers.



SUSTAINABLE LIVELIHOOD AND DIGNITY OF WORK



STRENGTHENING OF LOCAL ECONOMY THROUGH TRADITIONAL CRAFTS AND SKILLS



SOCIAL AND ENVIRONMENTAL SUSTAINABILITY IN HANDICRAFT AND HANDLOOM SECTOR



POLICY ADVOCACY AND STRATEGY INPUTS FOR NATIONAL PROGRAMMES

## AIACA's Services

- Research and Policy advocacy
- Enterprise Support through projects
- Technical Support across the Crafts Value chain
- Craftmark Certification





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# CRAFTMARK

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## Craftmark

### About Craftmark

Craftmark authenticates genuine hand-crafted processes from India. Established in 2006, Craftmark has developed sector-wide, process-specific standards and norms for labelling a product as hand-made and increases consumer awareness of distinct handicraft traditions.

Under this initiative, AIACA licenses the Craftmark seal to artisan organisations, craft-based businesses, cooperatives and NGOs to use on their handcrafted products. Over the years, AIACA has been able to build 'integrity', 'quality' and 'authenticity' as some of its core values; evidenced by endorsements from large global chains and domestic buyers who regularly source Craftmark-certified products.

Today, Craftmark has certified more than 250 craft enterprises with an outreach of about 165,000 artisans across India.

### Craftmark Services

#### Facilitating Access to Schemes and Finance

- Working capital
- Loans for infrastructure development
- Generating awareness about social schemes and regular updating of new and relevant schemes on the Craftmark website
- Representing the voices and strategic interests of Craftmark members in front of significant stakeholders

#### Digital Training

- Training on digital media: website, social media, e-commerce
- Training on digital content preparation for high visibility and market promotion
- Product Development and Design Innovation
- Skill-building in traditional craft skills to achieve a higher quality standard
- Design intervention and product innovation for contemporary markets/consumers
- Evaluation of member products by a panel of technical experts from the industry

#### Market Access Facilitation

- Issuance of a 'Craftmark - Handmade in India' certification license and product tags
- Listing on the Craftmark website, with a dedicated web page for the member

- Representation of selected members in the Craftmark Annual Catalogue and Corporate Gifting Catalogues
- Selected representation of Craftmark members in trade shows
- Promotion of selected Craftmark members through retail exhibitions and wholesale fairs and online portals
- Linkages with national and international buyers
- Facilitating export orders for members ensuring quality, timely delivery and logistics
- Training on visual merchandising
- Craftmark YouTube channel with craft video documentations to create value for authentic craft techniques and consumer education

### Enterprise Development

- Formalisation into a registered body; establishing a strong governance structure
- Capacity building on financial and digital literacy, production and inventory management, market trends and branding

### Craftmark Jury



*09 Members participated in the Craftmark Jury in 2019-20*

The 8th Craftmark Jury event was organised on 28th June 2019 at the India Habitat Centre, New Delhi. It was designed to provide a Market Access platform and enable productive and specific discussions amongst the Craftmark members and the reputed industry experts. It encompassed multi-level discussions ranging from artisan anecdotes to production and marketing probes, which were anchored beautifully by the jury with practical analysis and constructive guidance. The Jury panel comprised Ms Purnima Rai (Former President, Delhi Crafts Council, New Delhi), Mr Nitin Pamnani (Co-Founder, iTokri.com) and Mr Ayush Kasliwal (Founder and Creative Head, Ayush Kasliwal Design Pvt. Ltd.)

## New Craftmark Members- 10 New Members

Member	Organisation Type	Craft Certification	Location	Artisans Engaged
Parachute Home Inc	C Corporation	Panja Dhurrie Weaving Loop Pile Weaving	California, USA	249
Himadri Hans Handloom	Public Charitable Trust	Extra Weft Weaving Multi-Shaft Weaving Hand Knitting	Almora, Uttarakhand	174
Aadyam Handwoven	Trust	Extra Weft Weaving Handloom Brocade Weaving Single Ikat Weaving Double Ikat Weaving	Mumbai, Maharashtra	Multiple
Taneira	Company	Hand Block Printing Bagru Block Printing Laheriya Ajrakh	Bangalore, Karnataka	Multiple
Woven Threads	Proprietorship	Loin Loom Weaving	Kohima, Nagaland	41
Manasvini	Proprietorship	Hand Block Printing	Rishikesh, Uttarakhand	45
Karma Buddhist Handicraft	Proprietorship	Sand Casting	Dehradun, Uttarakhand	5
Plumtin	Pvt. Ltd. Company	Zardozi Embroidery Adde ka Kaam	Chandigarh	13
Samprada	Pvt. Ltd. Company	Bagru Printing	New Delhi	25
Padukas	NGO	Patchwork Warli Painting	Palgher, Maharashtra	45

## Craftmark Members Renewed- 28 Renewed Members

Member	Organisation Type	Craft Certification	Location	Artisans Engaged
Reliance Retail Ltd	Public Limited Company	Dabu Chanderi Weaving Single Ikat Weaving Kutch Leatherwork Chikankari Embroidery Kashida Kari Ajrakh Applique Bagru Block Printing Hand Block Printing Block Printed Kalamkari Mangalgiri Handloom Weaving	Bangalore, Karnataka	780
Gauri Int.	Partnership Firm	Hand Knitting	Dehradun, Uttarakhand	60
Kilmora	Non-Profitable Company (Section 25)	Plain Handloom Weaving Hand Knitting	Nainital, Uttarakhand	250
Kota Women Weavers	Self Help Group	Kota Doria Weaving	Kota, Rajasthan	1000
Kadam Haat	Society	Sabai Craft Bamboo Craft Coconut Shell Craft Shital Pati Moonj Craft	Kolkata, West Bengal	404
V-weave	Partnership Firm	Handwoven Durries	Panipat, Haryana	30
House of Tuhina	Proprietorship	Hand Beaded Jewellery Making	Noida, Uttar Pradesh	153
Awdhesh Kumar	Proprietorship	Hand Block Printing	Sanganer, Rajasthan	10
Mubarakpur Weaves	Self Help Group	Handloom Brocade Weaving	Azamgarh, Uttar Pradesh	22
Imtiaaz Ali	Individual Artisan	Stone Carving	Agra, Uttar Pradesh	10
Viveka	Trust	Mutwa Embroidery Beadwork	Vadodara, Gujarat	400
Sandur Kushal Kala Kendra	Society	Lambani Embroidery	Sandur, Bellary, Karnataka	440

Member	Organisation Type	Craft Certification	Location	Artisans Engaged
Aqua Weaves	Society	Water Hyacinth Craft	Kumpur, Assam	600
Then & Now	Proprietorship	Pattachitra Painting Gond Painting Madhubani Painting	Delhi	20
Gaia-Tree	Proprietorship	Gond Painting	Bhopal, Madhya Pradesh	5
Porgai	Society	Lambani Embroidery	Dharmapuri, Tamil Nadu	60
Studio Coppre	Pvt. Ltd. Company	Beaten Metal Craft	Pune, Maharashtra	53
Bankura Bikna Dokra Hastajata Kutir Shilpa Kalyan Samity	Cooperative	Lost Wax Metal Casting (Dhokra)	Bankura, West Bengal	163
Dariyapur Dokra Artists Cooperative Industrial Society	Cooperative	Lost Wax Metal Casting (Dhokra)	Bardhaman, West Bengal	150
Coochbehar-I Block Patishilpa Samabay Samity	Cooperative	Sitalpati	Cooch Behar, West Bengal	528
Mahishbathan Gramin Hastashilpa Samabay Samity Limited	Cooperative	Wood Craft from Kushmundi	Dakshin Dinajpur, West Bengal	170
Jhargram Block Aranya Sundari Mahila Mahasangam	Self Help Group	Sabai Grass Weaving	West Midnapur, West Bengal	957
Raj Overseas	Partnership Firm	Loop Pile Weaving Panja Dhurrie Weaving Hand Tufting Cut pile Weaving Multi-Shaft Weaving Weft/ Warp Faced Weaving	Panipat, Haryana	249
Varanasi Weavers and Artisans Society	Society	Handloom Brocade weaving	Varanasi, Uttar Pradesh	4000
Tapas Jana	Master Artisan	Madurkathi	Paschim Medinipur, West Bengal	50
Beer Singh	Individual Artisan	Wood Branding/Burning	Delhi	3
Purkul Stree Shakti	Society	Applique, Hand Quilting, Patchwork	Dehradun, Uttarakhand	178
Kayef Stitching	LLP (Limited Liability Partnership)	Hand Quilting	Pushkar, Rajasthan	115

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## Craft Exhibitions- Participated in 19 exhibitions

Exhibition	Member	Date
Dastkari Haat Samiti, Dilli Haat, INA, Delhi	Artisan Alliance Jawaja- Weavers Division	1 to 15 January 2020
	Kadam Haat	
	Forline	
	Sadhna	
	Kilmora	
	Mubarakpur Weaves	
	Apindra Swain	
Dastkari Haat Samiti, Monalisa Kalagram, Pune, Maharashtra	Narayani Handicrafts	23 to 1 December 2019
	Mubarakpur Weaves	
Chennai Nature Bazaar, Egmore, Chennai	Forline	22 to 1 December 2019
	Kilmora	
A Hundred Hands, Bangalore, Karnataka	Kilmora	20 to 24 November 2019
Jaymahal Palace, Bangalore, Karnataka	Purkul Stree Shakti	

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Exhibition	Member	Date
Ajeevika Mela, New Delhi	Aqua Weaves	29 to 09 October 2019
Festival of Light, Nature Bazaar, New Delhi	Narayani Handicrafts	10 to 23 October 2019
	Mubarakpur Weaves	
	Miharu	10 to 23 October 2019
Secure Giving, Janpath, New Delhi	VWAS	30 to 1 October 2019
Craft Council of India Karnataka Vastrabharana (Mumbai edition)	Phulkari Mahela SHG	24 to 26 September 2019
Exim Bank, Mumbai, Maharashtra	Mubarakpur Weaves	27 to 29 September 2019
Secure Giving, Mumbai, Maharashtra	VWAS	2 -3 August 2019
Paramparik Karigar Exhibition, World Trade Centre, Mumbai, Maharashtra	Siddhika Kota Doria, KWW	28-31 August 2019
	Mubarakpur weaves	28-31 August 2019
International Folk Art Market, Santa Fe, New Mexico	Forline	12-14 July 2019
India Craft Week 2019, New Delhi	Majid Mir	4-8 December 2019
The Big Christmas Fest- New Delhi	Himadri Hans handloom	20-25 December 2019
Indian Fashion Jewellery and Accessories Show (IFJAS)- 19 Organised by EPCH, Noida, Uttar Pradesh	Miharu	4-6 July 2019
Hunar Haat- USTTAD, Mumbai, Maharashtra	Huda Printers	21-31 December 2019
Azamgarh Festival	Mubarakpur Weaves	4-6 December 2019

### Highlights and Achievements:

The marketing team at Craftmark has commenced a monthly Marketing Bulletin that aims at sharing industry updates to its members

Following the market trends and member requirements, a selected group of Craftmark members (Al Maun, Studio Coppre, Pokaraan Arts, Eco Tasar, Tapas Jana, Lal10, Artisan Alliance Jawaja – Leather, Ajanta Arts, Miharu, Farooq Ahmad Mir, Himadri Hans Foundation, Peoli, Touchy Export, Purkal Stree Shakti Samiti) were provided with a design brief on making sustainable products

Craftmark partnered with Wash United, Germany, to create awareness on menstrual hygiene, by producing souvenirs

Delivered orders of 11 new buyers and retained more than 7 old buyers in Paris, Oman, USA, UK, Germany and India

For the third year in a row, Craftmark provided its members with the opportunity to design and produce trophies for Outlook India Rural Tourism Annual Awards

#### Sales:

Total Sales: INR 25,74,358

Export Sales: INR 16,22,403

Domestic Sales: INR 09,51,955

### Craftmark Marketing Bulletin



Finger Puppets



Bird Hanging



Tree of Life



Jute Bags

**Best Selling Products  
of FY 2019-20**



Tiger Masks



Madhurkathi Mats



Glass Bead Bracelet



Sabai Round Mats

## Events

### FICCI VIRASAT

Date: 19 September 2019

Venue: 1 Federation House, Tansen Marg, Mandi House, New Delhi

Products by: How Craft, Exotic Echo, NedFi



### Central Cottage Emporium

Date: 10 January 2020 onwards

Venue: Central Cottage Emporium, Janpath Road, New Delhi

Products by: Kota Women Weavers, VWAS, Imatiaaz Ali, Kadam Haat, Balasore Sobai Sangha, Collective Craft



### IHGF Autumn Fair

Date: 16-20 October 2019

Venue: New Delhi

Products by: Al Maun, Studio Coppre, Pokaraan Arts, Eco Tasar, Tapas Jana, Lal10, AAJ- Leather, Ajanta Arts, Miharu, Farooq Ahmad Mir, Himadri Hans Foundation, Peoli, Touchy Export, Purkal Stree Shakti samiti





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# AIACA's PROJECTS

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## Support to improve economic opportunities in the garment sector and expand access to urban markets for poor weavers in Varanasi



### Introduction:

The project focuses on strengthening Varanasi Weavers and Artisans Society as a collective of small handloom weavers and a social enterprise.

### Objective:

The project aims to take forward the cause of sustainable livelihood generation and socio-economic empowerment of the actual producers through capacity development, access to fair market share and promotion of the weavers and craftsmen.

The project targets 4000 handloom weavers from the major handloom clusters- Bajardiha, Ramnagar, Kotwa and Lohta in Varanasi. Varanasi project intervention has been earmarked for strengthening institutional processes in place of sustainability. Weavers, who form the Governing Body and General Body of the collective, actively participate in decision making on certain key matters.

The Hub will provide a range of business development services to its member weavers including design development and product diversification, business skill development, direct access to markets, technology inputs, access to social welfare schemes, access to finance, etc.

### Beneficiaries:

4000 Handloom Weavers

### Funding Support:



### Strategy:

- Development and promotion of institutional processes, systems, framework and strong governance
- Strengthening the society as a Business Facilitation Unit for effective business services and supporting the value chain as a fair trade equitable business platform
- Developing the capacity of small weaver production units through exposure to contemporary designs, on-the-loom training, and facilitating access to institutional credit
- Mobilizing and informing a large weaver community on designs, products, prices and markets through cluster meetings and information dissemination
- Facilitating and supporting weaver clusters to gain access to social and financial schemes



### Achievements and Impact:

- VWAS (Varanasi Weavers and Artisans Society) has formed a strong institutional value system that promotes ethical and fair business practices through the provision of decent wages and profit shares among the producers and daily wage earners
- VWAS has an outreach of 5000 handloom weavers and ancillary workers  
400 aspirational weavers were trained and skilled by various capacity building workshops
- Within 3 years, there is a notable increase in the weaver annual incomes. Nearly, 42 units have reported an improvement of 60%, whereas the wages of 300 small and marginalized weavers' has improved by 40-50%
- Around 600 weavers were registered under health risk coverage worth INR 3.3 crores under the schemes- Pradhan Mantri Jivan Jyoti Yojana and Ayushman Health Card
- 4000 weavers were linked to social entitlement through convergence with the Govt. department
- 29 weavers were linked with Mudra scheme and have received credit support of INR 14.5 Lakhs



**Nadir Husain**  
Weaver, VWAS

Nadir Husain is a 30 year old weaver who belongs to a village Tadiya in Kotwa, a town in Varanasi district of Uttar Pradesh. He lives in a joint family and is the eldest amongst his five siblings. He had a formal education up to 3rd standard and can read and write Hindi and Urdu.

Weaving has been Nadir's heritage. He started weaving at the age of 12 as an allied worker and continued to be so for nearly a decade on a meagre income of approximately INR 4000-5000 a month. Despite working in 3 looms, he was unable to sustain the basic requirements of his family. Desperate to find a way out, nadir decided to begin his own enterprise. But starting a new enterprise isn't an easy task and requires understanding of current market trends and designs. In the year 2016-17, he came to know about Varanasi Weavers and Artisans Society (VWAS) by attending a community outreach meeting. VWAS as an initiative and its services attracted him to get associated with the organisation which he felt could offer him the necessary platform for his own enterprise.

As expected, once he became a part of the organisation, Nadir received opportunities to participate in various training sessions that helped him gain knowledge on topics such as marketing, designing, business skill development, GST, etc. This information and knowledge helped him to understand the risks associated with the profession as well as strategies for risk mitigation. All this new found knowledge gave him the necessary confidence to set up his own work. In addition to these training sessions, VWAS also created awareness about various social schemes offered by the government that can be of help to him for running his enterprise.

Nadir received a financial support of INR 50000 under the MUDRA scheme. This helped him increase his looms from 3 to 5 and started producing his own designs. He explored local markets with the products he had developed with his own design. They were well received and garnered good sales; this encouraged him to produce more.

Today, he has 9 looms and has created job opportunities for 10 other weavers from his community.. Nadir is a confident man now, happy that he can sustain his own family in a much better way than he could previously manage. His association with VWAS has been a life-changing opportunity for him and he is all smiles today.

## The revival of Mubarakpur weaves through sustainable enterprise development



### Introduction:

The project focuses on building a sustainable enterprise by adding and supporting new weavers in terms of production capacities, organization strengthening and business development through a large market share so that it becomes a sustainable business entity in the longer run.

In the first phase of the project, the intervention achieved considerable success with 20 handloom weavers. The weavers generated a sale of more than INR 15 lakhs in the first year. They gained skills, design and capacities, all key components for sustainability. They were also able to create direct market linkages.

In the second phase of the Mubarakpur project, AIACA aims to add new weavers to increase the production and skills in the cluster.

### Objective:

- Develop the production cluster of Bohra Muslim weavers as a sustainable producer-led business entity engaged in handloom weaving
- Enhance the livelihood of these weavers through sustainable income generation leveraging their traditional skills of handloom weaving impacting the local economy in the long run
- Strengthening the brand and exclusive identity for weavers of Mubarakpur as "Mubarakpur Weaves"
- Empower the marginalized poor weavers to realize their right to an adequate standard of living as full and equal members of society

### Beneficiaries:

1000 Handloom Weavers

### Funding Support::



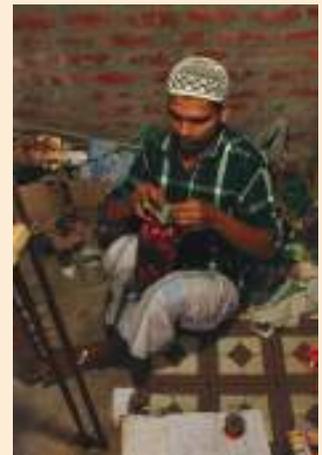
FORDFOUNDATION

### Strategy:

- Skill building of new weavers
- Design innovation and product development
- Capacity building on business development and organization management
- Institution building of the production unit/ cluster  
Branding, promotion and direct market linkage

### Key Activities:

- Skill Building of New Weavers
- Design Innovation and Product Development
- Capacity building on Business Development and Organization Management
- Institution Building of the Production Unit/ Cluster
- Branding, Promotion and Direct Market Linkage



## Supporting AIACA to strengthen the loin loom women artisans in Diezephe, Nagaland into a sustainable enterprise entity



### Introduction:

The project focuses on safeguarding the ancient art of textile weaving called the loin loom or backstrap weaving.

### Objective:

#### a. Skill Development:

- Enable skill up gradation and production capacities of 20 women artisans (loin loom weavers)

#### b. Design and product development:

- To create new designs based on traditional motifs, and develop new product lines relevant to new market niches

#### c. Market Promotion and Linkage:

- Strong identity creation of the women artisans and their brand of artistic textiles
- Sustained market linkages including established institutional buyers for regular orders (facilitated by AIACA and Exotic Echo)
- Women weavers will have increased access to government schemes and facilities
- Exotic Echo will have an exclusive collection of about 50 organic cotton products under their own brand

### Beneficiaries:

75 Loin loom artisans as direct beneficiaries and 300 indirect

### Funding Support:

AIACA intervention with Exotic Echo, through the support of Axis Bank Foundation (ABF)



### Strategy:

- Skill Enhance skills and production capacities of 75 artisans
- Strengthen and promote a collective identity for the enterprise cluster of 300 women and their artistic natural textiles

### Achievements:

- To enhance and upgrade the existing weaving skills of the lion loom weavers, 3 skill development training sessions were organised. The weavers were introduced to different methods of warping to create their own unique weaving design.
- The products displayed at the sixth International Loinloom and Hornbill Festival had a full range of products that were much appreciated by worldwide boutique textile store owners, textile specialists from India and abroad.



Vetanulu  
Weaver, EXOTIC ECHO



Forty five year old Vetanulu is one of the women weavers who attended the training programme facilitated by Loin Loom. She has 5 children and her husband is a farmer. Despite weaving for so many years, she was not adept in sizing with meters, product finishing and other technicalities of weaving.

After joining Exotic Echo's skill enhancement training programme, she learnt how to measure and size in meters.

She is grateful to the team of Exotic Echo for enhancing her knowledge and skills. She feels motivated to weave contemporary designs through continued association with Exotic Echo.



Empowering women artisans of Baliapal Block, Balasore District of Odisha, practising their traditional Sabai grass craft, for increased income and dignified living



**Introduction:**

AIACA has been directly working intensively with 100 Sabai Grass women artisans of Baliapal Block of Balasore.

**Objective(s):**

The project is to empower the 100 artisans of Baliapal, who mostly belong to OBC (Other Backward Castes) category, practising their traditional craft of Sabai grass through skill upgradation, product development, direct market linkages and linkages to welfare schemes of the artisans through several activities.

The project is also reaching out indirectly to 450 artisans in the cluster, through the family members and neighbours of the targeted 100 women Sabai grass artisans. The targeted beneficiaries are disseminating the skills they have learned during the workshop and training to their family members and neighbours residing in the cluster and working on the same craft.

**Beneficiaries:**

100 Sabai artisans as direct beneficiaries and nearly 450 artisans indirectly

**Funding Support:**

Oracle through CAF



**Achievements:**

- 100 artisans collectivized into a cohesive cluster with a clear vision for a sustainable future as an artisan enterprise (Balasore Shobai Sangha)
- Around 70-75 products are designed and developed in an attempt to reach differentiated market segments  
An increase of 30% of sales has been noted between FY 2018-19 and 2019-20
- 20 women have been capacitated to work as Master Artisans and skill other women in the craft of Sabai Grass
- Skill development training has helped the artisans gain confidence. This is especially true for the Master Artisans who are now capable of training other women



## Parbati Patra from Balasore Shobai Sangha, Balasore, Odisha



Parbati Patra is a 50-year-old artisan, who was born and brought up in Baliapal Block, Balasore, Odisha. She comes from a family of 8 members. Her husband works at a farm and is involved in coconut business. Even though she did not face any financial crisis throughout her life, yet she always dreamt of becoming self-reliant.

Parbati had her formal education up to 9th standard and later dropped out of school. She started her journey with weaving woollen products in her village. Later, in the year 1992, a local organization named ORUPA trained Parbati Patra to weave Sabai and Date palm products. During that period, Parbati Patra was earning around INR 1000-1500 a month. Later, another organisation named Adventure trained Parbati Patra. Even though she was now a master trainer, her income remained stagnant.

In 2018, AIACA started its work with the Sabai grass artisans in Baliapal Block and imparted training sessions on design development, skill development, and business

skill development where Parbati Patra took a lead role in the successful implementation of the project.

For the first time in her life, she along with another artisan- Minati, stepped out of their homes and came to New Delhi to participate in the exhibition - Festival of Lights - organised by Dastkar. The Sabai Grass products showcased at their stall were well appreciated by the buyers. The women garnered a reasonable amount of sales by the end of the 15-day exhibition along with a handsome order. Most importantly, they gained a sense of the market and what the customers were looking for in such handcrafted products. They have understood the value and versatility of the products they make and are looking forward to creating new designs shortly.



Parbati Patra's income has now increased to INR 3000-3500 a month. Over the past 1 year, the experience of working with AIACA has taught her the importance of operating in a team/group and has provided the necessary exposure for the same as well. Parbati is happy today as her dream of being self-reliant has turned into a reality. She now dreams of expanding her enterprise further and reaching further corners of the country with her weavings.



## Building Resilient Artisan Communities in Odisha



### Introduction:

Odisha is vulnerable to multiple disasters. Due to its sub-tropical littoral location, the state is prone to tropical cyclones, storm surges and tsunamis. AIACA, together with SELCO Foundation, aims to demonstrate sustainable energy-driven innovations that are implemented through an ecosystems based approach in selected disaster-prone artisan villages of Odisha. Through the replicable models and processes unlocked within these solutions, the goal is to create benchmarks for high-risk artisan or craft-based clusters across India.

The project focuses on building Resilient and Decentralized Craft Villages in Odisha, in the districts of Dhenkanal, Mayurbhanj and Cuttack

### Beneficiaries:

712 Dokra artisans as direct beneficiaries

### Objective(s):

- To obtain energy-efficient sustainable lighting and infrastructure solutions through institutionalization for the disaster-prone artisan villages
- To enable adoption of energy-efficient livelihood solutions by the community of Dhokra artisans
- To develop a model Resilient Artisan Cluster and scale it up as a site for demonstration and learning

### Funding Support:

SELCO Foundation



### Accomplishments:

- 89% of the houses electrified. Installation of energy efficient lighting systems sorted out recurring problems of power failures 44 households are to be electrified through the solar-powered energy-efficient lighting system.
- The community and the villages of the identified villages of the project were electrified through the installation of 18 street lights (Kuliana - 6 lights, Kudia Kunta - 6 , Barabarsinghpur (Balisahi)- 4 and Sadaibareni - 2 ), which gave the Dokra artisans chose to work after sunset. The artisans are now able to conduct meetings during evenings. The community members are given the responsibility of maintenance of street lights
- A prototype and piloting of the Furnace Model and developing Rat Trap Furnaces is in the process with due consultation with IIT and SELCO. The Modified furnaces will reduce drudgery and 40-50 % less fuel will be consumed.
- Developing disaster resilient housing infrastructure is in the process of building disaster-resilient work shed for 23 identified households in Kudia Kunta Village, Mayurbhanj District. The work shed will help the artisans to work independently in a designated area.
- Energy-efficient lighting systems (solar panel lights and fans) to be installed in two identified Anganwadi centres along with a movement-based module for the children, which will help the children to learn in a more child-friendly manner at the centre and subsequently help them to develop their motor skills.



## Weaving Waste Into a Brighter Future



**Funding Support:**  
Lady Bamford Charitable Trust  
(LBCT)



**Achievements:**

**25 women artisans have advanced skills to undertake a sustainable weaving enterprise.**

20 women already had basic skills in place. As per post-training feedback, they have now learnt the value and skills of weaving thinner wefts. Most of the participants have clearly expressed now that new design can be created and a new composition can also be made. There is a realization of the importance of drawing or using graph paper to understand and make designs. During the process of story-making, they have opened up about their individual thoughts, ideas and association with the surrounding environment, connection with nature and memories. Their technical understanding has increased. They are more confident and serious in their overall approach now.

**Women have an increased understanding of financial and business planning (costing, pricing, quality control and enterprise management)**

The artisans have been trained for costing and pricing, they understand the formats, but given the fact that they have not entered the market yet, their understanding has not been applied in practice. They have only begun to understand the importance of such modules for doing business, subsequently.

Women have improved weaving skills to work and fulfil orders of a consistent quality with minimal rejection As the first indicator; however, the application of this will be evident once sample development and production resumes.



### **Introduction:**

AIACA was approached by the Lady Bamford Charitable Trust in October 2018 to undertake a verification process for the craft of scrap weaving and knitting, being practised by a cluster of women in their intervention area at Devli village at Palwal Haryana, near the Ballabgarh unit. The cluster consisted of 16 women who were working on a regular basis on multiple crafts like knitting, crochet and scrap weaving. They have been practising these skills for the past 17-18 years; they have not received any formal training in weaving and have learnt these as intergenerational skills that have been passed on within families. The cluster has the potential to expand to 30 women; the rest being those who come in intermittently for work on a piece-rate basis.

AIACA started its project intervention with 20 scrap weaving artisans where key strategies like New Product Development, Development in Weaving Skills, Skill Development through Production, Business Skill Development were adopted by AIACA. There were some key assumptions behind the project That the skills being practised by the women artisans are being handed down over generations; hence qualify as local crafts, indigenous to and embedded within the context.

### **Objective(s):**

To build the women artisans in Devli into a sustainable scrap weaving enterprise and simultaneously develop a coherent identity through strategic marketing and brand building

### **Beneficiaries:**

25 Scrap weaving artisans

## Weaving Waste Into a Brighter Future



### **Women weavers have developed a coherent identity through strategic marketing and brand building.**

Indicators include, women artisans being able to develop a distinctive identity through their designs and women weavers being able to confidently showcase their craft at 2 exhibitions and 3 in-store events

The marketing and promotion related indicators, cannot be reported on adequately. Actions on these lines related to catalogue and photo shoots, in-store events and exhibitions, could not be carried out owing to the lockdown and suspension of work from 18th March 2020.

### **Sustainability: measuring whether the benefits of an activity are likely to continue after funding has been withdrawn.**

Essentially, the support has sought to build on and consolidate the gains already made with previous years of LBCT intervention. The fact that there is a history of well-received interventions at Devli and there are relationships of trust with the LBCT team augurs well for this pilot. Technical training on advanced weaving was summarily and suddenly halted during lockdown; there is a definite requirement to complete the training cycle; supplemented by practice sessions on the looms and a resumption of sample development and product making, once conditions are favourable.

The fact that the women make durries at home for personal use is a good opportunity for them to practice the skills in weaving, design and product development already learnt. However, these need monitoring and follow up to be sustained.





### Introduction:

The project focuses on establishing a robust certification system through research and direct interventions called 'Craftmark Green' which will cater to producers, buyers, consumers, and the crafts industry as a whole.

The project Developing Craftmark Green has successfully completed its one year of interventions. So far, AIACA has met its targets under each milestone; Research and documentation, identifying the potential clusters, cluster assessment under the green indicators, identifying and strategizing green applications and interventions, partnering with local facilitating organizations, technical and knowledge experts.

### Objective(s):

- Strengthening and application of a Green Standard denoting the handicrafts sector as 'green' or environmental friendly which will be adopted by conscious markets
- Capacity building of target handicrafts and handloom enterprises in adopting and sustaining green production, technology and business, oriented to market requirements
- Promotion and branding of environment-friendly production practices and products of the target enterprises for gaining larger market share
- Facilitating access to finance and handholding the target enterprises to apply and receive funds for green technology set up, green product development, branding and other business development services in the longer run
- Setting up of a National Resource Facility Network (NRFN)- a pool of knowledge and technical experts or

organisations and making it functional for environment-friendly business support services through multi-stakeholder partnerships.

### Funding Support:



### Achievements:

#### Cluster assessment and Identification of Areas for Intervention

##### A. Cluster assessment done at:

- Cluster 1: Terracotta clay craft, Bishnupur, West Bengal. A detailed feasibility study has been conducted in the cluster
- Cluster 2: Weaving units at Nuapatna and Maniabandha, Odisha. Way ahead with local implementing partner Tata Trusts is in the process
- Cluster 3: Cluster assessment in process for a few identified weaving and dyeing clusters at Uttar Pradesh, Gujarat and Rajasthan for the next phase

*Note: Post the initial assessment, natural fibre and clay clusters are removed from the list of green applications as they do not fit the mandate.*

#### Facilitated cluster-based interventions and applications: Artisan Alliance Jawaaja and Anwasha

##### A. ARTISAN ALLIANCE JAWAJA

###### Rooftop Rainwater Harvesting:

- The RRHWS(Rooftop Rainwater Harvesting Water System) work with a collection tank of 80,000-litre capacity was completed by December 2019
- Some technical loopholes were identified by AIACA experts and the feedback was shared with the

consultant to suggest solutions and immediate rectification

- For community understanding a final technical drawing of the implemented model and an operational manual will be made in Hindi

#### Biological Effluent Treatment Plant:

- New sample test results are in hand; post which this intervention is put on hold
- Process of exploring more options for wastewater treatment and safe disposal, considering the need for minimal adherence is being conducted

#### B. ANWESHA

##### Efficient Energy Consumption:

- Six months implementation plan for furnace construction is in place with IIT Delhi. This includes the construction of three rat-trap furnaces and one Advanced furnace model
- Energy Champions identified and recruited in all the three clusters
- An Advisory body with experts from IIT, NID and KIIT Bhubaneswar as a knowledge partner is formed
- First Round Table conference with Advisory members was to be held in the month of May (postponed due to ongoing COVID situation). KIIT, Bhubaneswar has agreed to host this event on their campus and share their work with bell metal clusters and convergence and synergy with MSME. This activity is now in the pipeline for the next phase



#### Green Standard Setting, Promotion, Branding and Visibility

##### A. Green Standard Setting

- Dying workshop for the process standardization was conducted with the weaver's unit JWA, Beawar
- Initial ideas on the development of AAJ as an eco-friendly production centre and demonstration site have been shared and discussed at IIM, Ahmadabad
- The standard setting for hard materials like clay and metal to begin in the next phase. Expert identification for this is in the process

##### B. Collated action-oriented research and documentation

- Scope of work for leather material Study shared with Centre for Leather Research Institute. Two Senior scientists, Mr Abhinandan Kumar from CLRI Ahmedabad and Mr Sanjeev Gupta from CLRI, Chennai are on board
- An initial recce on the site of AAJ has been conducted by them. The proposal and budget for LMS await for approval by CLRI



##### C. Online activities

- Green App and software development process has begun
- Online forums and publications for knowledge sharing and visibility are being explored
- First National event for Best Practices and other research material dissemination to be organized in the month of September in the form of a series of Sustainability Webinars
- Created a social media presence disseminating information around ongoing project activities



**Setting Up of NRFN (National Resource Facility Network)**

- For AAJ Interventions: An advisory committee was formed with IIM and NID, Ahmedabad for AAJ interventions
- For Dokra Interventions: An advisory committee was formed with IIT Bombay and NID for Dhokra interventions. KIIT Bhubaneswar on board as our knowledge partner. SELCO is onboard as our knowledge partner for energy-based interventions



- Proposal sharing and signing of MoU with technical agency SERI is in the process
- Formal MoU with CLRI, Ahmedabad as a technical partner is in the process

- Simultaneous identification, mapping and communication with other stakeholders is in process.
- NRFN Matrix has been prepared and advisory members nominated





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# TECHNICAL ASSIGNMENTS

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## Indian Trust for Rural Heritage and Development (ITHRD)



### Introduction:

AIACA has partnered with Indian Trust for Rural Heritage and Development (ITHRD) for a technical assignment at Barmer, west of Rajasthan, with a focus on revival of the traditional crafts of the region, while enhancing the lives and livelihoods of local communities.

As a technical resource agency, AIACA undertook a scoping study in Barmer, with a focus on the crafts of pottery, sand clay jewellery, wood carving, embroidered bags, dhurrie weaving, and printed textiles. The basic premise of the study is to undertake a technical feasibility assessment for these areas on the premise that fostering craft based livelihoods is a strategic way of initiating the conversation and action on key aspects of development in rural communities.



### Objectives:

- a. Basic scoping of various textile and non-textile craft practices in Barmer:
  - Identifying the potential crafts in terms of product uniqueness, quality and diversity
  - Identifying the USP, craft history or narrative linked with the practice
- b. Basic product assessment under each category of textile and non-textile crafts:
  - Existing product range and its market demand
  - Scope of product development, branding and salability

## Nabha Power Limited (NPL)



### Introduction:

AIACA partnered with the CSR initiative of Nabha Power Limited is working on issues for socio-economic upliftment in 49 villages at Rajpura, Punjab.

As a technical resource agency, AIACA undertook a scoping study in NPL project areas, focusing on artisan skilling and enterprise support. The basic premise of the study is to undertake a technical feasibility assessment for these areas on the premise that fostering craft based livelihoods is a strategic way of building sustainable livelihood options, especially for women, and also opens up the conversation around other developmental issues within these communities.

### Objectives:

- Evaluate and understand the existing individual/enterprise initiatives that are craft-based, current products that are developed, market readiness of the products and current skills of the artisans
- Identify and prioritize the crafts to be taken forward for development
- Analyze feasibility and work to build a self-reliant and sustainable ecosystem for the identified craft cluster/s and help them scale up business
- Identify gaps and challenges in the production and sales/marketing cycle.

## Mahaasmita Innovation Livelihoods Acceleration Program (MILAP) by FICCI and MSRLM



### Introduction:

Mahaasmita Innovation Livelihoods Acceleration Program (MILAP) is a new-age rural empowerment platform, established as a first of its kind, joint initiative between Maharashtra State Rural Livelihoods Mission (MSRLM) and Federation of Indian Chambers of Commerce and Industry (FICCI).

### The Objective:

- Selected carefully out of the pool of 3 Lakh SHGs under MSRLM, MILAP will be accelerating 120 SHGs in the very first year of the program life cycle.
- Out of these 120 SHGs, there are certain craft-based SHGs for which MILAP collaborated with AIACA to assess and provide them with the necessary support for business incubation, sustainable growth and development.



West Bengal Industrial Development Corporation Ltd. (WBIDC) and  
West Bengal State Rural Livelihoods Mission (WBSRLM)



**Introduction:**

West Bengal Industrial Development Corporation Ltd. (WBIDC) and West Bengal State Rural Livelihoods Mission will support Anandadhara to facilitate Craftmark certification for their craft processes with technical support from AIACA.

**Objective:**

- 1st Workshop for Handloom and Textile Clusters
- 2nd Workshop for the second batch of Textiles and Hand Embroidery groups
- 3rd Workshop for the third batch of Terracotta and Dokra groups
- 3 workshops for the Natural Fibre groups



## Craft Cluster Development in the regions of Leh, Spiti



### Background:

The RBS Foundation and AIACA have a long-standing relationship and have worked on various projects to support the growth of craft enterprise initiatives. Taking this forward, RBS has engaged AIACA to help revitalize and promote the traditional handicrafts and livelihoods of local artisans in various villages of Leh, Spiti and, consequently, further the conservation in these regions.

### Objective:

- Evaluate and understand the existing craft enterprise initiatives, growth prospects and vital challenges
- Identify and prioritize the regions and crafts to be taken forward for development
- Analyze feasibility and work to build a self-reliant and sustainable ecosystem for the identified clusters/crafts and help them scale up their business
- Identify gaps and support innovative business solutions/pieces of training to promote existing units as self-sustainable with strong market linkages





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POLICY  
INITIATIVES

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## A Roundtable on Khadi

1 Day, 10 Speakers, 3 Sessions, 2 Panels, and a Report Launch



Invites you to a Roundtable discussion on:

# KHADI: FROM POLICY TO PRACTICE

When: 18<sup>th</sup> November 2019

Time: 8.30 a.m. onwards

Where: Magnolia Hall, Habitat World at India Habitat Centre,  
Lodhi Road, New Delhi – 110003.

Session	Timings		Session	Methodology	Resource Person/Speaker
Session 1	8.30 AM	9.00 AM	Registration		
	9.00 AM	9.15 AM	Welcome Address		President AIACA
			Introduction and Context Setting		Executive Director AIACA
	9.15 AM	9.45 AM	Keynote Address		Shri Pratap Chandra Sarangi (Minister of State MSME)
Session 2	9.45 AM	10.45 AM	The Legacy of Khadi Socio-cultural Import Historical and Political Significance Relevance in Current Times	Panel Discussion	Smt. Purnima Rai Smt. Ritu Sethi Smt. Laila Tyabji Moderator: AIACA
Session 3	10.45 AM	12.00 PM	The Practice of Khadi Challenges on the Ground Emerging Opportunities Practicable Recommendations	Panel Discussion	Smt. Rta Kapur Chisti - Taanbaan Sh. Ravi Kiran – Metaphor Racha Smt. Mala Sinha – Bodhi Representatives from Raymond and Anindita Sardar - Design Head, Titan, Taneira Representative from KVIC * Moderator: AIACA
Session 4	12.00 PM	1.00 PM	A Roadmap for Khadi	Presentation and Open House	Sh. Dhanuraj – Centre for Public Policy and Research

LUNCH

# A Roundtable on Khadi



Khadi assumes an intrinsic socio-political identity in the history of India, owing to its origin as an expression of protest and proclamation during the freedom struggle. The Indian flag has to be made of Khadi – hence, one could assume that it is the national fabric of the country. Khadi was widely recognized as a driver of economic growth for the rural poor during and post-Independence, promoted variously through special Acts and allocations thereafter. Various states have boards and/or cooperative societies for Khadi production, promotion, sales and marketing. Additionally, several institutes are involved in the research and training in this area, such as the Indian Institute of Handloom Technology.

In more recent times, Khadi has also reinvented itself as a symbol of ethical and eco-friendly fashion. By the early 90s, Khadi had started becoming a fashion statement. However, there also has been subsequent research to suggest that the performance of the Khadi sector, in relation to production capacity and employment generation potential, cost-effectiveness and utilization of resources as well as internal governance and structuring, has been far from satisfactory (Evaluation Report on Khadi and Village Industries Programme – Planning Commission, Arthur Andersen Study 2000, Expert Committee 2005).

AIACA conducted a consultation at the India Habitat Centre, that included deliberations on Khadi – Policy To Practice - and also released its report- How to revive the Khadi Sector An Evaluation with a special focus on the Khadi Act. This report explains the findings of an evaluative study on the Khadi sector in India, with special reference to the Khadi Act and Khadi Mark, and also attempts to derive recommendations for the sector moving forward. The scope of the study has been enumerated below:

- To critically analyze the Khadi Act, and the associated regulations, in terms of its impact on the industry as a whole.
- To place practicable recommendations, revisiting the Khadi Act and the Khadi Mark, for the effective promotion of authentic Khadi and sustainable livelihoods of artisans in the sector.

Key recommendations emerging from the report are encapsulated below:

- Framing of a different model for the Khadi sector that includes more participation of the market and private players overall. Anticipating as well, the legal impediments and challenges gave the existing provisions and schemes, as well as the paternalistic role of the
- Government in the sector that has restricted choices for production, sales, distribution and marketing over the years. This would also include lifting of the restrictive trade practices enforced through KVIC regulations related to purchase of cotton from the open market and the sale of Khadi fabrics largely through KVIC certified stores. A KVIC policy decision has amended the latter only to allow private parties to sell Khadi through a franchisee model and, that too, only after the Khadi Mark has been approved for usage for the franchisee.

- Enabling the identification and recognition of the uniqueness and different types of Khadi production available in this country. The production process, from handspun to the handwoven, varies from region to region and also impacts the quality of the final product.
- Each process should be disclosed and marketed accordingly. Moreover, the customers have the right to know the make and pay accordingly. All these should inform the marketing and consumer awareness initiatives being taken thereafter, and preferably, by private sector players.
- Creative and innovative investment in the branding and marketing of Khadi, with the help of the private sector players. This could be a game-changer in the way Khadi is re-positioned in the domestic and global market; there are already attempts being made in this direction by a few agencies and designers.
- The spinners and weavers need to be allowed to work with the private designers without the approval of KVIC so that they can receive wages directly from these designers. This will help in increasing the benefits to the artisans and the elimination of the benefits availed by the intermediaries. The only precondition to this is to ensure that fair wages are received by artisans in this model; again through the process of identification and recognition of different Khadi production processes cited above.





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STAFF  
MEMBERS

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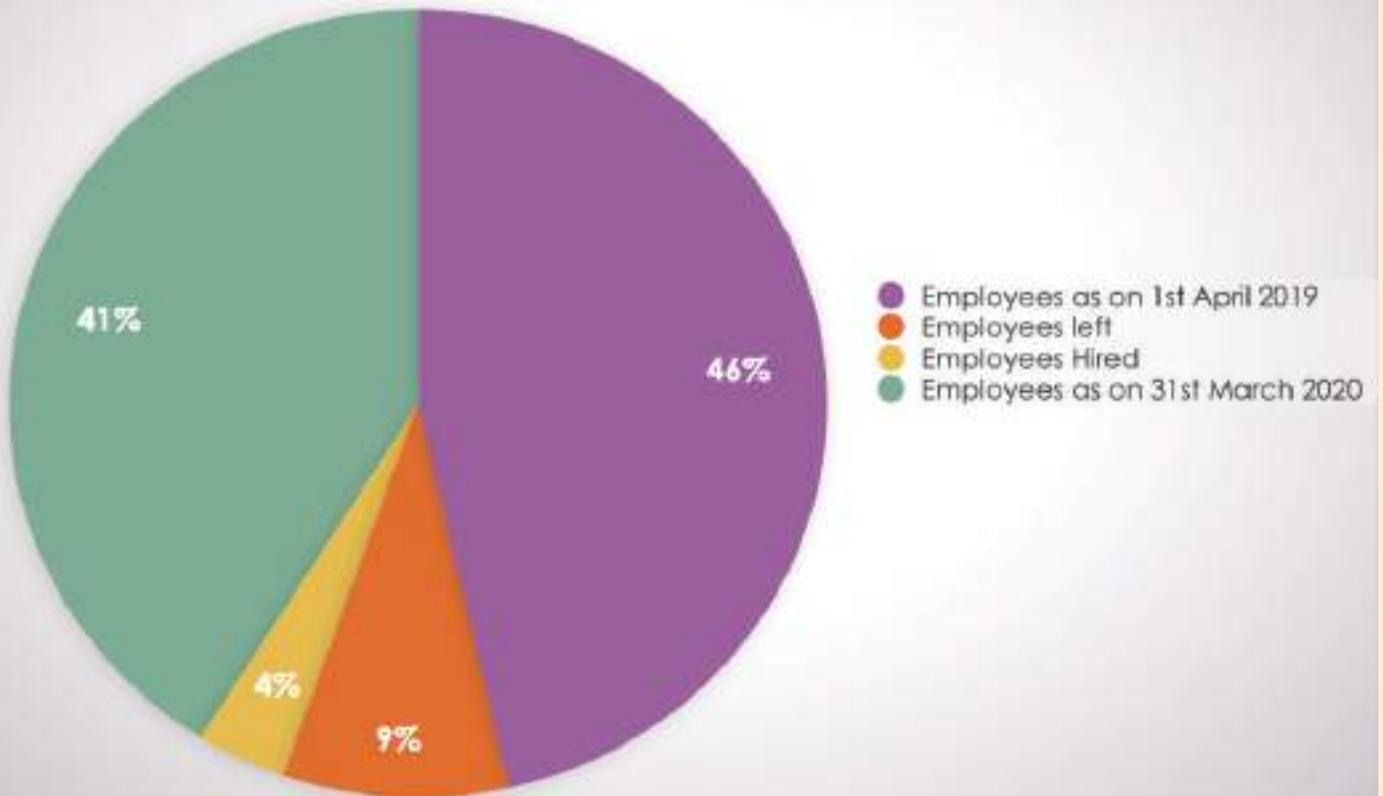
## STAFF MEMBERS



Staff list - March 2020 (in alphabetic order)

N	Name of Employees	Designation
1	Anjali Bhatnagar	Manager- Enterprise Support Programme & Marketing
2	Anju Negi	Assistant Marketing Specialist – Craftmark
3	Arjun Kumar	Accounts Manager
4	Arun Kumar Verma	Finance Officer
5	Avanish	Textile Specialist
6	Bhupender Bhandari	Coordinator – Market support & Logistics
7	Denis Tiwari	Officer - Admin & Accounts
8	Khushbu Mathur	Marketing Specialist
9	Manoj Kumar	Office Assistant
10	Moh. Aslam	Field Coordinator - VWAS
11	Mohd Rashid Jamal	Technical Expert
12	Mohd. Asif Ahmad	Field Coordinator - VWAS
13	Pedakolimi Karunakar Rao	Lead – Communication & Research
14	Poonam Das	Coordinator – Craftmark
15	Sandeep	Accounts Officer
16	Selvam	Manager – HR & Admin
17	Shiv Nath Roy	Admin Assistant
18	Soumen Chatterjee	Project Manager
19	Sreya Mozumdar	Executive Director
20	Srishti Verma	Project Manager
21	Sudhir Samuel Bhakta	Project Coordinator
22	Swati Bhartia	Consultant
23	Vidusi Tiwari	Manager - Projects

### Employees' Attrition & Recruitment Statistics (April 19 to March 20)



## Employees' Region Statistics



Uttar Pradesh  
Delhi  
Bihar  
Chattisgarh  
Orissa  
Uttarakhand

West Bengal  
Rajasthan  
Tamil Nadu  
Himachal Pradesh  
Madhya Pradesh  
Andhra Pradesh

## Workplace Diversity Gender Statistics



Male Female

## BOARD MEMBERS

### LIST OF BOARD MEMBERS AS ON 31st MARCH 2020 (in alphabetic order)

N	Name	Nationality	Occupation	Designation in the Association
1	Mr Adarsh Kumar	Indian	Development Professional	Treasurer
2	Ms Archana Shah	Indian	Design Entrepreneur	Member
3	Mr Madhukar Khera	Indian	Business	Member
4	Ms Madhura Dutta	Indian	Development Professional	Member
5	Ms Neelam Chhiber	Indian	Development Professional	Member
6	Ms Rathi Vinay Jha	Indian	Retd. Civil Servant	President
7	Ms Roopa Mehta	Indian	Development Professional	Vice President
8	Ms Shilpa Sharma	Indian	Business	Member
9	Ms Sreya Mozumdar	Indian	Development Professional	Secretary
10	Mr V.K. Madhavan	Indian	Service	Member
11	Ms Vibha Pingle	Indian	Development Professional	Member
12	Mr Vipin Sharma	Indian	Development Professional	Member

## ABOUT OUR BOARD MEMBERS

### Mr Adarsh Kumar, Treasurer

Adarsh Kumar (Treasurer), currently Rural Development Specialist at The World Bank, is a postgraduate from Harvard University. His previous work experience includes stints at the Ford Foundation and Urmul Marusthali Bunkar Vikas Samiti (UMBVS), a handloom weaver's society located in Phalodi, Rajasthan. Adarsh is also a founder member of AIACA and served as its Executive Director for 6 years.

### Ms Archana Shah, Member

Archana Shah studied textile design and graduated from the National Institute of Design (NID) in 1981.

While at NID, she developed a keen interest in the traditional craft skills of the indigenous artisans. She travelled to remote corners of the country to study, understand and experience the vast variety of weaving, dyeing, printing, embroidery and ornamentation techniques practised by different communities. This proved to be a very enriching journey, and the unique skills of the people of various regions, their distinctive colour palettes, and rich design vocabulary became the base for all her future work.

In 1985, Archana started a clothing company, Bandhej, a label influenced by the traditional textile skills, offering a range of handcrafted contemporary clothing created for Indian women, with an eastern sensibility. Over time, Bandhej has created a distinct idiom in its design offering handcrafted, sustainable fashion that has an understated elegance with a chain of stores in Ahmedabad, Mumbai and Bangalore. She has designed costumes for a few feature films such as Bhavni Bhavai and Mirch Masala and for theatre, worked on the Festival of India inaugurations at Paris in 1985, Moscow, Leningrad and Tashkent 1987, to design architectural textile installations to create an Indian mood.

More recently she has published a book – SHITING SANDS, Kutch: A Land in Transition. The book is a personal journey of discovery and about her association of over thirty years with the land, people and their craft. She believes traditional wisdom has a lot to offer.

Archana continues to be the driving force behind Bandhej, a company started with a vision to uphold, preserve and sustain the precious skills and inherent knowledge of indigenous artisans through collaborative design interventions.

#### **Mr Madhukar Khara, Member**

Madhukar Khara (Member) is the CEO of Bharat Carpet Manufacturers, one of the leading manufacturers of carpets in India.

#### **Ms Madhura Dutta, Member**

Madhura Dutta, the former ED of AIACA, has 18 years of experience in the social development sector with extensive experience in livelihood generation models across India. She has worked in various grassroots initiatives as well as in UNESCO and has contributed towards the development of Cultural Policy and Cultural Entrepreneurship focusing on creative industry models. Her vast experience in community development matched with her passion in handicrafts had brought her to AIACA. After successfully heading AIACA for four years, she was incorporated in its Governing Body. Currently, she is a Senior Advisor of national CSR initiatives of JCBI. She has a Masters degree in Sociology from the University of Calcutta, a Masters degree in Sustainable Development from the UK and a PhD from Tata Institute of Social Sciences, Mumbai. She is also a Commonwealth Scholar.

#### **Ms Neelam Chhiber, Member**

Neelam Chhiber (Member), the co-founder of Mother Earth/ Industry, is an Industrial Designer from National Institute of Design, India, an alumnus of Social Impact International, Global Social Benefit Incubator, Santa Clara University, USA and the Harvard Executive Programme. She is the recipient of the Social Entrepreneur of the Year award, from the Schwab Foundation, World Economic Forum 2011. Neelam is building a blended capital ecosystem, which is composed of a private ltd. co. Industree Crafts Pvt Ltd. which creates market access, via brand Mother Earth, in Indian and global markets with investors- Future Lifestyle and Fashion, and Grassroots Business Fund, Washington. Neelam believes that design thinking leads to multiple stakeholders, solution-based thinking, ideally suited to triple bottom line enterprise development.

#### **Ms Rathi Vinay Jha, President**

Rathi Vinay Jha (President) retired as the Secretary, Ministry of Tourism, Government of India in 2004. Prior to that, she has held many positions related to the crafts sector. She was one of the founders of NIFT and served as its Executive Director from 1987-93. She was also the Managing Director – Tamil Nadu Handicrafts Development Corporation and CMD – COOPTEx from 1985-87. After serving the government she was the Secretary-General of the World Travel and Tourism Council India and Director General of the Fashion Design Council of India. She was a Member of the NIFT Board of Governors and Chairman of the Durgabai Deshmukh College for Visually Impaired. Currently, she is the President of AIACA Governing Board, Chair of Indian Heritage Cities Network (IHCN), and Member Board of Governors of Indian Foundation for Arts (IFA), Madras Craft Foundation (MCF), Plan India, Sasakawa Foundation, The Coorg Foundation, C to K Foundation (craft sector in J&K), and the Indian Institute of Craft & Design.

#### **Ms Roopa Mehta, Member**

Roopa Mehta (Member) is the CEO of Sasha Association for Craft Producers ("Sasha") and the Secretary of Sarba Shanti Ayog (SSA) its associate development organization. Sasha/SSA provides business support inputs and market access for sustainable livelihoods to artisan groups based largely in rural communities and semi-urban areas. She is on the Board of Sadhna, the handicrafts and income augmentation programme of Seva Mandir, Udaipur and the Managing Trustee of Ruro Agro Services Association, a registered trust which develops natural agro-based products, trains producers and identifies suitable markets. She is also on the Board of COMMACT International and World Fair Trade Organisation (WFTO). Roopa Mehta is an MBA from Delhi University with further professional qualifications in Social Communication. In the earlier part of her professional career, Mrs Mehta worked in the hospitality and merchandising sector and she was the Chief Executive Officer of a renowned textiles manufacturing & retailing company before joining Sasha.

#### **Ms Shilpa Sharma, Member**

Shilpa has spent over two decades in the fashion and lifestyle retail space and one in FMCG. In 2010, Shilpa quit a full-time job to live out her entrepreneurial dreams and set up Breakaway- an outcome of her passion for travel. Close on its heels she co-founded Jaypore, an online retail portal for exquisite Indian handmade and high on design products, and has now handed over the baton to a strategic partner and an able team, while she looks to paint a new canvas of growth

She ventured into F&B with Mustard, a concept restaurant in Goa and now Mumbai, she co-founded with Punam Singh, in 2015. A delectable blend of a shared love for fine food and exceptional experiences, it offers Bengali and French cuisine. Shilpa continues to engage with creative and lifestyle businesses as a consultant mentor, and advisor. On her time, she is generally found travelling on leisure and pursuing her creative interests while keeping a keen eye out for the next best idea.

**Ms Sreya Mozumdar, Executive Director**

Sreya Mozumdar has been working in the development sector for the last 11 years, after her graduation from the Department of Social Work, Delhi University. She brings to her work an academic experience of research into the area of women and gender. Her graduate and post-graduate education in English Literature, from Jadavpur University, Kolkata, has lent a feminist theoretical perspective against which she frames much of her development practice. In previous roles in senior management, she has been responsible for program design and management, advocacy, networking and fundraising, along with knowledge management and incubation of new ideas/approaches. She has a particular interest in communications and qualitative research. She has sectoral experience in the areas of sustainable rural livelihoods, urban poverty alleviation, disaster risk reduction, gender and youth development. She brings to her work an intersectional approach that looks at driving sustainable and inclusive development processes in contexts of marginality.

**Mr VK Madhavan, Member**

V.K Madhavan (Member), after finishing his Master's degree decided to take a year off and go and live in a village. In 1991, VK Madhavan moved to Bikaner District of Western Rajasthan to work with the Urmul Trust. He was hooked and stayed on till 1998. He is also a Trustee of The Ant – an organization that works with Bodo tribals in Assam and The Ants Craft Trust, Bengaluru that runs a craft shop for produce primarily from the North-Eastern states of India.

**Ms Vibha Pingle, Member**

Vibha Pingle is President and Founder of Ubuntu at Work. Ubuntu at Work evolved out of her research on women micro-entrepreneurs in South Africa, Egypt, Nigeria, India, Indonesia and Nepal. Her research examined why only a few women micro-entrepreneurs are able to develop their businesses, while most remain survivalist businesses. After completing her PhD in sociology at Brown University, Vibha lectured in social studies at Harvard University, was a visiting professor at Brown University, an assistant professor at Rutgers, and a fellow at the Institute of Development Studies. She has been a consultant to the World Bank, DFID, the Aga Khan Foundation, UNDP, and Fidelity Investments. Her publications include: Rethinking the Developmental State: India's Industry in Comparative Perspective (St. Martin's Press, NY, 1999), Identity Landscapes, Social Capital, and Entrepreneurship: Small Business in South Africa.

**Mr Vipin Sharma, Member**

Vipin Sharma (Member) is the founding CEO of ACCESS, set up to promote the organized growth of microfinance and to support sustainable livelihoods options for the poor in India. Vipin started his career in 1980 with the RBI, from where he moved to NABARD in 1983. In 1996, he was seconded to the Government of Rajasthan as Executive Director to set up the first of its kind "Rural Non-Farm Development Agency". In 2000 Vipin joined CARE India as Programme Director, heading the Microfinance programmes in the region. In 2006, ACCESS was spun out of CARE, which Vipin set up. He is also the Chief Advisor to ACCESS ASSIST, a new affiliate set up by ACCESS. Vipin has a Masters Degree from Delhi University and has attended several programmes at Cranfield Institute of Management, UK; Boulder University, USA and School of Management, Yale University USA.



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# FINANCIALS

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# FINANCIALS

## BALANCE SHEET AS ON 31st MARCH 2020

		(In INR)	
	SCHEDULE	F.Y. 2019-20	F.Y. 2018-19
<b>SOURCES OF FUNDS</b>			
<b>I. FUND BALANCES:</b>			
a. General Fund	[01]	14,622,882	10,067,111
b. Asset Fund		493,770	489,382
c. Project Fund	[03]	15,157,714	25,196,141
		30,274,366	35,752,634
<b>II. LOAN FUNDS:</b>			
a. Secured Loans		-	-
b. Unsecured Loans		-	-
		-	-
<b>TOTAL Rs.</b>	<b>[ I + II ]</b>	<b>30,274,366</b>	<b>35,752,634</b>
<b>APPLICATION OF FUNDS</b>			
<b>I. FIXED ASSETS</b>			
Opening W.D.V	[02]	489,382	243,826
Add: Additions		160,490	382,509
Less: Deletions		-	5,367
Less: Depreciation		156,103	131,586
Net Block		493,770	489,382
<b>II. INVESTMENTS</b>	[04]	812,222	812,222
<b>III. CURRENT ASSETS, LOANS &amp; ADVANCES:</b>			
a. Loans & Advances	[05]	902,365	480,989
b. Other Current Assets	[06]	5,554,985	3,650,953
c. Cash & Bank Balance	[07]	29,111,726	33,879,764
	<b>A</b>	<b>35,569,076</b>	<b>38,011,706</b>
<b>Less: CURRENT LIABILITIES &amp; PROVISIONS:</b>			
a. Current Liabilities	[08]	6,600,702	3,560,676
	<b>B</b>	<b>6,600,702</b>	<b>3,560,676</b>
<b>NET CURRENT ASSETS</b>	<b>[ A - B ]</b>	<b>28,968,374</b>	<b>34,451,030</b>
<b>TOTAL Rs.</b>	<b>[ I+II+III ]</b>	<b>30,274,366</b>	<b>35,752,634</b>

Significant Accounting Policies and Notes to Accounts  
The schedules referred to above form an  
Integral part of the Balance Sheet.

[23]

For & On behalf of:

**S SAHOO & CO.**  
Chartered Accountants



*[Signature]*  
[CA. Subhajit Sahoo, FCA, LLB]  
Partner  
M No. 057426  
FR No.: 322952E

Place : New Delhi  
Date: 09/09/2020

For & On behalf of:

All India Artisans & Craftworkers Welfare Association

*[Signature]*  
Rathi Vinay Jha  
President



*[Signature]*  
Sreyu Mozumdar  
Secretary

# FINANCIALS

INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31st MARCH 2020			
			(In INR)
	SCHEDULE	F.Y. 2019-20	F.Y. 2018-19
<b>I. INCOME</b>			
Grants	[09]	18,312,398	58,871,301
Other Income	[9A]	2,721,618	1,335,224
Interest Income		1,901,372	1,795,101
Donation		15,000	1,419,800
Sales		2,800,057	4,406,221
Membership Fee		1,158,896	1,031,350
<b>Total</b>		<b>26,909,341</b>	<b>68,759,497</b>
<b>II. EXPENDITURE</b>			
<b>Grant Related Expenses:</b>			
Going Green	[10]	-	6,573,527
RBS Foundation India (ESP)	[11]	252,783	5,607,107
RBS Foundation India- (Craftman Green)	[12]	7,518,700	5,527,582
CAF India- Oracle	[13]	74,854	4,532,689
CAF India- Oracle (19-20)	[14]	3,241,484	-
Ford Foundation- 0160	[15]	10,682,014	8,814,860
Selco Foundation	[16]	2,570,245	-
Tikau Share		497,700	-
Google	[17]	-	3,455,812
Axis Bank Foundation	[18]	1,472,899	2,620,722
John L. Bissell Foundation	[19]	133,814	-
Lady Banford Charitable Trust	[20]	986,619	-
Other Programme & Administrative Cost	[21]	3,261,081	2,520,001
Cost of Goods Sold	[22]	1,699,800	4,388,306
Account Receivable W/off		-	303,519
Depreciation	[02]	156,103	131,586
Less: Transferred to Assets Fund		156,103	131,586
<b>Total</b>		<b>32,391,996</b>	<b>44,244,026</b>
<b>III. EXCESS OF INCOME OVER EXPENDITURE</b>			
Transferred to General Fund in Balance Sheet	[I - II]	-5,482,655	24,515,471
Transferred to Project Fund in Balance Sheet		4,555,772	-680,670
		-10,038,427	25,196,142

Significant Accounting Policies and Notes to Accounts [23]  
 The schedules referred to above form an  
 Integral part of the Income & Expenditure Account.

For & On behalf of:  
**S. SAHOO & CO.**  
 Chartered Accountants



[CA. Subhajit Sahoo, FCA, LL.B]  
 Partner  
 M No. 057426  
 FR No.: 322952E

Place : New Delhi

For & On behalf of:

All India Artisans & Craftworkers Welfare Association

Rathi Vinay Jha  
 President



Sreya Mozumdar  
 Secretary

# FINANCIALS

## RECEIPTS & PAYMENT ACCOUNT FOR THE YEAR ENDED 31st MARCH 2020

	(In INR)		
	Amount	F.Y. 2019-20	F.Y. 2018-19
<b>RECEIPTS</b>			
<b>Cash &amp; Bank Balance</b>			
Cash in Hand	37,657		-
Cash at Bank	<u>33,842,107</u>	33,879,764	37,247,645
Grants		18,414,662	30,130,893
Donation		15,000	1,419,800
Sales		3,347,781	4,656,110
Membership Fee		1,158,896	1,031,350
Other Receipts		1,595,753	843,345
Interest Income		1,840,622	1,738,343
Increase in Loans & Liability (Net)		2,414,629	1,867,729
<b>TOTAL Rs.</b>		<u>62,667,107</u>	<u>78,935,215</u>
<b>PAYMENTS</b>			
<b>Grant Related Payments</b>			
Going Green	-		6,573,527
RBS Foundation India (ESP)	252,783		5,007,107
RBS Foundation India- (Craftman Green)	7,518,700		5,527,582
CAF India- Oracle	74,854		4,532,689
CAF India - Oracle (19-20)	3,241,484		-
Ford Foundation- 0160	10,682,014		8,814,860
Tikau Share	497,700		
Seko Foundation	2,570,245		
Google	-		3,455,812
John L. Bissell Foundation	133,818		
Lady Banford Charitable Trust	986,619		
Axis Bank Foundation	<u>1,472,899</u>	27,431,116	2,620,722
Other Programme & Administrative Expenses		3,260,216	2,520,001
Cost of Goods Sold		2,388,179	4,078,711
Loans and Advances Paid during the year (Net)		475,870	1,324,439
<b>Cash &amp; Bank Balance</b>			
Cash in Hand	16,357		37,657
Balance at Bank	<u>29,095,369</u>	29,111,726	33,842,117
<b>TOTAL Rs.</b>		<u>62,667,107</u>	<u>78,935,215</u>

**Significant Accounting Policies and Notes to Accounts**

The schedules referred to above form an integral part of the Receipts & Payment Account.

For & On behalf of:  
**S. SAHOO & CO.**  
 Chartered Accountants



[CA: Subhajit Sahoo, FCA, LLB]  
 Partner  
 M No. 057426  
 FR No.: 322952E

Place : New Delhi  
 Date: 09/09/2020

For & On behalf of:

All India Artisans & Craftworkers Welfare Association

*[Signature]*  
 Bathi Vinay Jha  
 President



*[Signature]*  
 Sreyas Mazumdar  
 Secretary